

# 2011 National Conference on Health Communication, Marketing, and Media

## SCHOLARSHIP APPLICATION

Public health professionals at the state and local levels needing financial assistance to attend the 2011 National Conference on Health Communication, Marketing, and Media in Atlanta, GA can now apply for a scholarship to provide coverage for conference registration, two (2) nights lodging at the Omni Hotel, and travel reimbursement up to \$250\*. All other expenses are the responsibility of the scholarship recipients.

The purpose of this scholarship is to support public health professionals who are seeking to learn and/or expand their knowledge of health marketing and communications to plan, implement and evaluate programs designed to facilitate health behavior change in their communities.

*Please note: scholarships are available to employees of state and local public health agencies who are NPHIC members (current on dues). Only first time conference attendees are eligible. Individuals who are not currently NPHIC members could also apply for the scholarship by becoming NPHIC members. These individuals can use part of the scholarship funds to pay for their NPHIC membership dues. (Current NPHIC members will receive travel reimbursements up to \$250. Non-members awarded this scholarship will receive one year NPHIC membership and travel reimbursement up to \$175.)*

All applications must be received in the office by **July 8, 2011**. Applications received after that date will not be considered. Scholarship recipients will be notified via e-mail. Return your completed application (both pages) by fax, mail or email to: **National Conference on Health Communication, Marketing, and Media Attn: Scholarship** 3525 Piedmont Rd NE, Building Five, Suite 300, Atlanta, GA 30305-1509 Fax: (404) 240-0998 Email: [nchcmm@meetingexp.com](mailto:nchcmm@meetingexp.com). For questions regarding the 2011 National Conference on Health Communication, Marketing, and Media scholarships or the application process, contact: Kate Gemmell, (404) 760-2817, [nchcmm@meetingexp.com](mailto:nchcmm@meetingexp.com).

### APPLICANT INFORMATION (INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED)

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Professional

Title/Degree: \_\_\_\_\_

Department: \_\_\_\_\_

Organization/Affiliation: \_\_\_\_\_

Preferred Mailing Address:

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (notification will be sent by email):

\_\_\_\_\_

Have you attended the National Conference on Health Communication, Marketing, and Media?

Y    N

ORGANIZATION TYPE

☐ Local Government Agency

☐ State Government Agency

*Please provide a brief essay (750 word limit) to address the following:*

- *Please describe your interest in the fields of health communication and marketing.*
- *Please provide an overview of how you expect to apply the lessons learned during the National Conference on Health Communication, Marketing, and Media.*